MIP CANCUN 2024 WRAPS WITH 750 DELEGATES FROM 40 COUNTRIES

DATES FOR 12TH EDITION IN 2025 ANNOUNCED

Cancun, 22 November 2024 – MIP CANCUN today wrapped a dynamic four days of accelerated deal-making, one to one meetings, networking and content discovery with 750 buyers, distributors, producers and digital platforms from 40 countries in attendance at the industry's #1 international content and co-production market for Latin America and US Hispanic television (19-22 November).

After growing tenfold in its first decade, the 11th edition of MIP CANCUN also welcomed 28 debuting distributors, introduced a newly upgraded online matchmaking platform to further enhance its signature one to one meetings, and staged the most comprehensive conference programme to date including extended FAST & AVOD and Co-Production tracks.

"*MIP CANCUN is unique in being a strong business market powered by an incredible, engaged community whose feedback on the additions and the atmosphere at this year's edition has been hugely positive*" said MIP CANCUN Director Maria Perez-Bellière. "*The essence and potency of MIP CANCUN has always been the mix of personal and productive, in making meeting, networking and dealmaking as simple as possible from breakfast to bedtime. It's been a buzzy, insightful and effective week thanks to the energy that everyone brought which makes this market so special.*"

Highlights for the 2024 edition of MIP CANCUN include:

- An extended FAST & AVOD: AMERICA'S SUMMIT and the addition of stand-alone CO-PRODUCTION SUMMIT and producer-focused CO-PRODUCTION BOOTCAMPS including executives TikTok, Spotify, Max, Disney, Paramount, Banijay Mexico and US Hispanic, Lionsgate, TelevisaUnivision, Globo and Sony among others.
- High profile Keynotes from executives including Pilar Blasco (Banijay), Paulo Koelle (Prime Video), Billy Rovzar (Lemon Studios), Diego Ramírez Schrempp (Dynamo), Miguel Villarruel (Publicis Rebellion), Marcelo Romeo (Newsan) and Teresa Fernández-Valdés (Te Espero en Marte)
- The Premios PRODU (PRODU Awards) Gala Ceremony and Party (winners here)
- Five high profile market screenings: Vendetta (Global Agency), Corazón Negro (Inter Medya), Farah (Calinos Entertainment), Manía de Ti (Globo) and Valentina, My Special Love (VIP 2000 TV and ZEE Entertainment)
- The first mentoring breakfast staged with WAWA (Worldwide Audiovisual Women's Association) themed 'Facing the Challenge of Change Together '

- Over 8000 one to one meetings organized for international distributors, buyers and producers using the newly upgraded MIP CANCUN matchmaking platform.

It was also confirmed today that the 12th edition of MIP CANCUN will run from **18-21 November 2025**.

Further information

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Notes to Editors:

About MIP CANCUN *- MIP CANCUN, the leading international content market and conference for Latin American and US Hispanic television, brings together the acquisition, distribution and production communities to develop content deals for the fast growing Latin American and US Hispanic TV markets. www.mipcancun.com*

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